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Filing date: **12/03/2013**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91210665
Party	Plaintiff Julius Sämann Ltd.
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Submission	Other Motions/Papers
Filer's Name	Roberta S. Bren
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Signature	/roberta s. bren/cli/
Date	12/03/2013
Attachments	91210665-Joint Motion to Amend and Withdraw.pdf(3172055 bytes )

# Exhibit A

Attorney Docket No.: 412813US35

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

JULIUS SÄMANN LTD.,

# Opposer,

**V.**

BRAND BUILDERS GROUP INC.,

**Applicant.**

Opposition No. 91/210665

Appln. Serial No. 85/724,027

Mark: InstaLink

**JOINT MOTION -- APPLICANT'S AMENDMENT TO APPLICATION SERIAL NO. 85/724027 AND OPPOSER'S WITHDRAWAL OF THE OPPOSITION CONTINGENT UPON ENTRY OF THE AMENDMENT**

The parties have agreed that if Brand Builders Group Inc. ("Applicant") amends its application as to the Class 5 identification of goods, and if the Trademark Trial and Appeal Board ("Board") approves and enters that amendment under Trademark Rule 2.133(a), then Julius Sämann Ltd. ("Opposer") will withdraw the Opposition with prejudice. Applicant also agrees to consent to the withdrawal of the Opposition.

Therefore, in accordance with the November 26, 2013 communications between the parties, Applicant hereby requests that the identification of goods for Class 5 be amended to read as follows:

**“air deodorizers and air freshener products that contain a prominent design feature of an interactive URL directing code or any data exchange technology that can be scanned or activated by mobile devices”**



Contingent upon entry of the above amendment to Application Serial No. 85/724027.

Opposer hereby withdraws the Opposition with prejudice.

It is requested that the Board enter the proposed amendment to Applicant's Class 5 identification of goods, and dismiss the Opposition with the consent of Applicant and with prejudice.

Respectfully submitted,

Roberta S. Bren



Oblon Spivak, McClelland, Maier &  
Neustadt, L.L.P.  
Counsel for Opposer

Date: 12/3/13

Andrew B. Ziegler



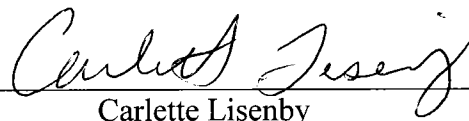
Brand Builders Group Inc.  
Title: CEO  
Applicant

Date: 12/2/13

**CERTIFICATE OF SERVICE**

I hereby certify that a true copy of the foregoing **JOINT MOTION -- APPLICANT'S AMENDMENT TO APPLICATION SERIAL NO. 85/724027 AND OPPOSER'S WITHDRAWAL OF THE OPPOSITION CONTINGENT UPON ENTRY OF THE AMENDMENT** was served on Applicant at Applicant's address as listed in the records of the USPTO Trademark Trial and Appeal Board this 3<sup>rd</sup> day of December, 2013, by sending same via First Class mail, postage prepaid, to:

Andrew B. Ziegler  
BRAND BUILDERS GROUP INC.  
754 Rolling Hill Drive  
River Vale, NJ 07675-6167

  
Carlette Lisenby